

Rep Order# 9797212 Ver# 5 Status Revised Traffic Order#
EC'd Yes

Printed: 08/17/2012 1:56 PM
Last Received: 08/17/2012 1:30 PM
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product GOV'T INTEGRITY FUND
Estimate#
Buyer RANDE LEVINE
Phone#
Fax#

50380
Agency () TARGET ENTERPRISES
15260 VENTURA BLVD., SUITE 1240
SHERMAN OAKS, CA 91403
Agency C/P1/P2/E
Flight Dates 08/17/2012 - 09/09/2012
Hiatus Weeks

Rep Firm
Sales Office () LOS ANGELES
Salesperson () JON BRUNZELL-AMER
Salesperson Phone# 323-966-5271
Salesperson FAX# 917-206-9888

--- CONTRACT COMMENT ---

9/6 END DATE *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

LINE 3 REVISED. PLEASE CONFIRM. THANK YOU.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*3	SU	11P-1135P		:30	\$1,800.00	08/19-08/19	1	1	1	\$1,800.00	
Rating: 8.2												
Buyline Comment: NEWS												
Sales Remark: V5 SPOT MOVED FROM 8/17 TO 8/19												
V5 More than 2 codes changed												
	*6	SU	9A-1030A		:30	\$1,500.00	08/19-08/26	1	2	2	\$6,000.00	
							09/02-09/02	2	1	2		
							09/09-09/09	0	1	0		
Rating: 3.9												
Buyline Comment: SUNDAY MORNING CBS												
V3 Comment Changed, Spots/week Changed												

---REPORT TOTALS---

Report Totals: 5 / \$7,800.00

---SALES MONTHLY TOTALS---

Aug 12: 8 / \$15,000.00

Sep 12: 8 / \$13,800.00

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Salesperson FAX# 917-206-9888

Sales Totals: 16 / \$28,800.00

Station Totals: 16 / \$28,800.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$96,000	CABL	0%	EKRC	0%	UNKN	70%	WBQC	0%	WCPO	0%
		WKRC	30%	WLWT	0%	WSTR	0%	WXIX	0%		

---COMPETITIVE COMMENTS---

ESTIMATED SHARE. UPDATED TO FOLLOW.

Books JUL11, MAY12
Demos RA35+

Rep Order# 9797212 Ver# 4 Status Returned
EC'd Yes

Traffic Order#

Printed: 08/17/2012 1:19 PM
Last Received: 08/17/2012 12:58 PM
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station WKRC-TV CINCINNATI, OH
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Product GOV'T INTEGRITY FUND
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SHERMAN OAKS, CA 91403
Agency C/P1/P2/E
Flight Dates 08/17/2012 - 09/09/2012
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--- REMARKS ---

pls see line 3
t/r
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*6	SU	9A-1030A		:30	\$1,500.00	08/19-08/26	1	2	2	\$6,000.00	
							09/02-09/02	2	1	2		
							09/09-09/09	0	1	0		

Rating: 3.9

Buyline Comment: SUNDAY MORNING CBS
V3 Comment Changed, Spots/week Changed

	*3	F	11P-1135P		:30	\$1,800.00	08/17-08/17	1	1	1	\$1,800.00	
--	----	---	-----------	--	-----	------------	-------------	---	---	---	------------	--

Rating: 8.2

Buyline Comment: NEWS
Station Remark: V4 log already printed mg stp on 8/19 ncir

---REPORT TOTALS---

Report Totals: 5 / \$7,800.00

---SALES MONTHLY TOTALS---

Aug 12: 8 / \$15,000.00 Sep 12: 8 / \$13,800.00

Rep Order# 9797212 Ver# 4 Status Returned
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Product GOV'T INTEGRITY FUND
Estimate#
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SHERMAN OAKS, CA 91403
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Flight Dates 08/17/2012 - 09/09/2012
Hiatus Weeks

Rep Firm
Sales Office () LOS ANGELES
Salesperson () JON BRUNZELL-AMER
Salesperson Phone# 323-966-5271
Salesperson FAX# 917-206-9888

Sales Totals: 16 / \$28,800.00

Station Totals: 16 / \$28,800.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$96,000	CABL	0%	EKRC	0%	UNKN	70%	WBQC	0%	WCPO	0%
		WKRC	30%	WLWT	0%	WSTR	0%	WXIX	0%		

---COMPETITIVE COMMENTS---

ESTIMATED SHARE. UPDATED TO FOLLOW.

Books JUL11, MAY12
Demos RA35+

Rep Order# 9797212 Ver# 3 Status Revised
EC'd Yes

Traffic Order#

Printed: 08/17/2012 1:16 PM
Last Received: 08/17/2012 12:58 PM
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product GOV'T INTEGRITY FUND
Estimate#
Buyer RANDE LEVINE
Phone#
Fax#

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SHERMAN OAKS, CA 91403
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--- CONTRACT COMMENT ---

9/6 END DATE *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISION. SEE LINE 6. PLEASE CONFIRM. THANK YOU.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*6	SU	9A-1030A		:30	\$1,500.00	08/19-08/26	1	2	2	\$6,000.00	
							09/02-09/02	2	1	2		
							09/09-09/09	0	1	0		

Rating: 3.9

Buyline Comment: SUNDAY MORNING CBS
Sales Remark: V3 CHANGED FREQUENCY FROM 1X TO 2X ON 9/2
CHANGED FREQUENCY FROM 1X TO 0X ON 9/9 (DUE TO 9/6 END DATE)
V3 Comment Changed, Spots/week Changed

---REPORT TOTALS---

Report Totals: 4 / \$6,000.00

---SALES MONTHLY TOTALS---

Aug 12: 8 / \$15,000.00 Sep 12: 8 / \$13,800.00

Sales Totals: 16 / \$28,800.00

Station Totals: 16 / \$28,800.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$96,000 CABL 0% EKRC 0% UNKN 70% WBQC 0% WCPO 0%

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Phone#
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Agency C/P1/P2/E
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Salesperson () JON BRUNZELL-AMER

Salesperson Phone# 323-966-5271
Salesperson FAX# 917-206-9888

WKRC 30% WLWT 0% WSTR 0% WXIX 0%

---COMPETITIVE COMMENTS---

ESTIMATED SHARE. UPDATED TC FOLLOW.

Books JUL11, MAY12
Demos RA35+

Rep Order#	9797212	Ver#	1	Status	New
EC'd	No				

Traffic Order#

Printed: 08/17/2012 12:57 PM
Last Received: 08/17/2012 12:40 PM
Showing Buylines: All Lines

1 of 2

Station	WKRC-TV CINCINNATI, OH
Advertiser	() POLITICAL ISSUE GROU
Product	GOV'T INTEGRITY FUND
Estimate#	
Buyer	RANDE LEVINE
Phone#	
Fax#	

Agency () TARGET ENTERPRISES
15260 VENTURA BLVD., SUITE 1240
SHERMAN OAKS, CA 91403
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Hiatus Weeks

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--- CONTRACT COMMENT ---

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--- REMARKS ---

NEW ORDER. STARTS TONIGHT. PLEASE CONFIRM. THANK YOU.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	SA	10P-11P		:30	\$1,800.00	08/25-08/25	1	1	1	\$1,800.00	
Rating: 6.2												
Buyline Comment: 48 HOURS MYSTERY												
	2	SU	10P-11P		:30	\$3,000.00	08/19-08/19	1	1	1	\$3,000.00	
Rating: 7.5												
Buyline Comment: MENTALIST												
	3	F	11P-1135P		:30	\$1,800.00	08/17-08/17	1	1	1	\$1,800.00	
Rating: 8.2												
Buyline Comment: NEWS												
	4	M-F	11P-1135P		:30	\$1,800.00	08/20-08/31	3	2	6	\$10,800.00	
Rating: 8.2												
Buyline Comment: NEWS												
	5	M-TH	11P-1135P		:30	\$1,800.00	09/03-09/06	3	1	3	\$5,400.00	
Rating: 8.2												
Buyline Comment: NEWS												
	6	SU	9A-1030A		:30	\$1,500.00	08/19-09/09	1	4	4	\$6,000.00	
Rating: 3.9												
Buyline Comment: SUNDAY MORNING CBS												

Rep Order# 9797212 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 08/17/2012 12:57 PM
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Agency C/P1/P2/E
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Rep Firm
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Salesperson Phone# 323-966-5271
Salesperson FAX# 917-206-9888

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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---REPORT TOTALS---

Report Totals: 16 / \$28,800.00

---SALES MONTHLY TOTALS---

Aug 12: 8 / \$15,000.00 Sep 12: 8 / \$13,800.00

Sales Totals: 16 / \$28,800.00

Station Totals: 16 / \$28,800.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$96,000	CABL	0%	EKRC	0%	UNKN	70%	WBQC	0%	WCPO	0%
		WKRC	30%	WLWT	0%	WSTR	0%	WXIX	0%		

---COMPETITIVE COMMENTS---

ESTIMATED SHARE. UPDATED TO FOLLOW.

Books JUL11, MAY12
Demos RA35+

Spot Manager: All, 08/17/12-09/09/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Government Integrity Fund												
Agency: Target Enterprises												
Station: WKRC-TV												
Order: 50380												
Line: 1												
08/25/12	Saturday		:30	\$1,800.00		Sat Reg 3	10p-11p	gover't integrity fund		P-3	1	MLA
				\$1,800.00								
Line: 2												
08/19/12	Sunday		:30	\$3,000.00		Sun Reg 4	10p-11p	gover't integrity fund		P-2	1	MLA
				\$3,000.00								
Line: 3												
08/19/12	Sunday		:30	\$1,800.00		11p M-Su Local 12 News	11p-1135p	gover't integrity fund		P-2	1	MLA
				\$1,800.00								
Line: 4												
08/20/12	Monday		:30	\$1,800.00		11p M-F Local 12 News 1	11p-1135p	gover't integrity fund		P-2	1	MLA
08/22/12	Wednesday		:30	\$1,800.00		11p M-F Local 12 News 1	11p-1135p	gover't integrity fund		P-2	2	MLA
08/23/12	Thursday		:30	\$1,800.00		11p M-F Local 12 News 1	11p-1135p	gover't integrity fund		P-2	3	MLA
08/27/12	Monday		:30	\$1,800.00		11p M-F Local 12 News 1	11p-1135p	gover't integrity fund		P-2	6	MLA
08/28/12	Tuesday		:30	\$1,800.00		11p M-F Local 12 News 1	11p-1135p	gover't integrity fund		P-2	4	MLA
08/31/12	Friday		:30	\$1,800.00		11p M-F Local 12 News 1	11p-1135p	gover't integrity fund		P-2	5	MLA
				\$10,800.00								
Line: 5												
09/04/12	Tuesday		:30	\$1,800.00		11p M-F Local 12 News 1	11p-1135p	gover't integrity fund		P-2	2	MLA
09/05/12	Wednesday		:30	\$1,800.00		11p M-F Local 12 News 1	11p-1135p	gover't integrity fund		P-2	3	MLA
09/06/12	Thursday		:30	\$1,800.00		11p M-F Local 12 News 1	11p-1135p	gover't integrity fund		P-2	1	MLA
				\$5,400.00								
Line: 6												
08/19/12	Sunday		:30	\$1,500.00		CBS Sun Morning	9a-1030a	gover't integrity fund		P-1	1	MLA
08/26/12	Sunday		:30	\$1,500.00		CBS Sun Morning	9a-1030a	gover't integrity fund		P-1	2	MLA
09/02/12	Sunday		:30	\$1,500.00		CBS Sun Morning	9a-1030a	gover't integrity fund		P-1	5	MLA
09/02/12	Sunday		:30	\$1,500.00		CBS Sun Morning	9a-1030a	gover't integrity fund		P-1	3	MLA
				\$6,000.00								
				\$28,800.00								
				\$28,800.00								
				\$28,800.00								
				\$28,800.00								
				\$28,800.00								
				\$28,800.00								

[Filtered by:] [Sorted by: Station]